

Musical Chairs, Anyone?



By Jim Schaffer, Speaker and
Consultant

"It's perfectly safe to stand nowhere."
Ram Dass

When I began my career nearly
30 years ago, the road to success
may have seemed a little long, but it

was paved in concrete and well-illuminated. Today, however, you can be cruising along at 80 miles an hour only to find the road ends abruptly in a pool of darkness and you find yourself in a farmer's lane with only a jug of cheap whiskey to light your path back to civilization (I grew up in the Amish Country, so cut me a little slack with the metaphors.)

Everyone today is wondering the same things: "When will it all settle down? When will I be safe again? How can I do my job when things keep changing almost on a daily basis?" Jobs which used to follow some semblance of an orderly, logical pattern have today become virtually undoable.

How do you manage people when they're afraid of being laid off, they're so distracted they only bring 50% of their energy to their jobs, and there's a ton of pressure coming from above that must, gravity dictates, be pushed in some fashion down to their level? How do you sell when every time you build your pipeline there's a territory realignment or your company changes its business model, and you get a new boss every six months?

The bad news is that there is no safe haven and there's not likely to be one any time before the end of your career. The good news is: that's not as bad as you think. In fact, it may just be a cause for rejoicing. Times of instability offer a great opportunity to learn something about ourselves. How we behave in the face of fear, for instance. What we will do in order to survive that goes against our instincts.

Paying close attention to your own behavior is much more productive than reacting to everyone else's. It allows you to take an honest look at what's really effective and make better decisions about how and when to act.

More good news: it's less dangerous out there than you imagine. In this country, you may lose your job if your employers fall out of love with you, but you won't be taken out back and shot. And in thirty years, I've never known anyone, even after a protracted period of unemployment, to lose his/her house (in fact, a close friend who once spent two years between jobs even hung on to his summer home).

It's far more dangerous to pretend that you will find a safe perch; that reality is other than it is. Running from how things are can lead to cynicism and burnout, which will cost you a lot more cash than any setback you're likely to encounter in the course of performing your job.

As you begin paying close attention to your own behavior, here are some tips to help you thrive during periods of uncertainty:

(Continued on page 2)

7 Common New Year Resolu- tions - 7 Free Inspirational Quotes

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"Party like it's 1999" That's what Prince said in his famous song, 1999, written all the way back in 1982. But, whether it's 1982, 1999, 2009, 2010, 2011... it sounds like a very good life philosophy to take into a new year, don't you think! Especially, if you think of 'partying' - like I do - as another form of living in the moment, enjoying what you do as much as you can, flowing with what life brings you, and - above all - growing...

So, on that note, I give you 7 free inspirational quotes to inspire you to GROW this coming new year. And I shall link these inspirational quotations with the most common new year resolutions, to help illustrate the benefits of making AND achieving those resolutions (should they apply to you). Just in case you needed any convincing, so to speak.



Common New Year Resolution #1: LOSE WEIGHT

"Take care of your body. It's the only place you have to live." --Jim Rohn

So, does it **really** matter that you lose weight, or is it actually more important that you look after your body via healthy eating, and regular bouts of exercise. Losing weight is hard, maybe even 'impossible' for you right now. But walking a bit more, and taking a little bit of extra care about the temple that is your body (don't laugh!) is something you CAN do. Choose a resolution you can achieve. It's only fair on you.

Common New Year Resolution #2: STICK TO A BUDGET

"A fool and his money are easily parted." --Proverb

Hmm, it can be difficult to stick to a budget, it really can. After all there are so many 'shiny things' to buy. There are so many items on sale at such cheap, cheap prices. And you're going to go into debt at the end of the month, anyway, so what harm does this little extra spending make now? Still, it is hard to argue with proverbs, you've got to admit.

Common New Year Resolution #3: FIND MY SOULMATE

"There is more hunger for love and appreciation in this world than for bread." --Mother Teresa

Love makes the world go round. It also makes the world go 'round the bend' with frustration: * Why are there so many frogs to kiss? * Why are all the best women taken? * Why can't he (or she) be more, y'know, 'normal' like me? Quite simply - and it's time to

President's Message:



By **George Markley**

Happy New Year to all WAAA property and associate members! Our organization accomplished many great things this past year, and 2011 is shaping up to be even better!

The 2011 calendar offers many exciting networking opportunities for all property professionals. Our **"Education Trade Expo"** is on February 10th at Weber's Inn, featuring Keynote speaker, Richard Studley, President of the Michigan Chamber of Commerce, who will speak about the **"State of Michigan with a New Governor;"**, followed in the afternoon by **"Maintenance Mania;"**! The Expo is a free event, which includes associate member booths and lunch! The annual **"Detroit Red Wings/MGM Grand Casino"** bus trip is on February 24th...tickets are still available but are going quickly! The "EMU Housing Fair" will occur on March 7th...stay tuned for times!

Numerous education and training opportunities are available this year as well! "EPA Lead Certification," "Disaster Preparedness" training, classes for the "National Apartment Leasing Professional" designation, "Maintaining Safety for the Property, Residents, and Technicians" plus training in "Codes, Laws and Regulations for Maintenance Professionals" are all happening in February/March.

I would also like to encourage everyone to join our **"Washtenaw Area Apartment Association"** Facebook page. We plan to use this page to inform you about upcoming networking and education events, legislative news that impacts our business, post photos, plus offer a platform for social networking amongst our membership. Please encourage your friends to join as well!

The 2011 Board of Directors and committees are honored and excited to have the opportunity to serve you. We invite you to contact Alice or any member of the Board should you have any questions, suggestions, or feedback.

EO Message By: Alice Ehn

As I sit here contemplating what to say on this gloomy day in January, I start reflecting back on what we all accomplished in 2010. The Property Management Association of Michigan proactively helped Senator Garcia pass a Domestic Violence Bill that, although requires some concessions on the property management side, put rules and regulations to a public issue that previously was dealt with by attorneys to determine the right thing to do. This was a success. Locally, we were able to finally convince the City of Ann Arbor to pass legislation that, for once, placed the consequences on the person they belonged to (ie. those that put the couches on the porches are now responsible if they do it again). These two initiatives were great success and were accomplished by a handful of members. Imagine what

(Continued from page 1)

Take care of your own inner state. If you're not peaceful inside, you're bound to communicate that to your customers, bosses, employees and co-workers. Meditate, listen to Chopin, sit in the park for an extra hour at lunch ("what lunch?" you laugh, but I'm being dead serious here.) Whatever it takes.

Send out love. I'm not preaching. You don't need to use the "L" word. But once you take care of your inner state you need to communicate it to the world. Customers will want to be around your peacefulness, even if they can't buy from you right now. If they're acting out of fear (squeezing you, for instance, or treating you impolitely), your centeredness will calm them down.

Show leadership. This concept is bandied about so often today it's almost become meaningless--- yet businesses are crying out for it. If you're managing people, start with simple things: kindness, generosity, straightforward communication. If you're not in management, you can show leadership by lending a helping hand even when you yourself might be feeling threatened, by refusing to engage in politics, and by being careful of what you say.

There is no safe place to stand, there is only this moment, and the next and the next, until it's your turn to take the podium and sing your own version of "My Way." In the meantime, you'll be much more effective if you're moving, internally at least, to a smooth groove of your own choosing than doing a reactive dance to every new tune that blows in your direction.

See you on the road!

Jim Schaffer is a Boston-based speaker and consultant who, since 1990, has taught people in business to employ principles of Eastern philosophy for greater focus, deeper joy, and better results, regardless of what may be going on around them. He can be reached at jim@jimschaffer.com.

can happen if everyone got involved in a small way on committees or at some level of the organization...local, state or national. Getting people to participate and engage has to be the hardest part any association.

Later on this spring, you will all have the opportunity to participate in some really exciting stuff. We will have a general membership meeting that will allow you to give your voice on how to solve Michigan's problems. We have maintenance classes coming that will teach the new LEAD certification, OSHA requirements and all the safety information you can swallow. There were a lucky few that attended an awesome DiSC communication training in January. Watch for the next awesome class in the events calendar on page 8. The education committee and program committee are dedicated to providing you with quality programs.

George Markley, your new president, has mentioned many events and education coming up that you should participate in. Please consider getting more engaged this year for your benefit. You will be surprised where it takes you. Watch also for a survey from the membership, program and education committee that will let you voice what you hope to get from membership. Let us know what it will take for you to participate and become part of this organization you are a member of.

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Deadline: 15th of the month for next month's publication to newsletter@wa3hq.org. Submit all materials to Alice Ehn, Executive Officer

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- Jamie Schmunk, *Marketing and Newsletter*, Wilson White Company, 734-995-0600

New Years Resolutions con't:

stand in front of the mirror now, Dear Reader - if you're serious about finding a great partner in the new year, then you seriously have to change what you're doing to attract them into your life. Stop blaming the supply of fish. Look in the mirror. The blame lies there. (Ouch.)

Common New Year Resolution #4: QUIT SMOKING

"If people don't love themselves enough to cut down on their smoking, they may love someone else enough to do it." --Anonymous smoker

I've never been a smoker, so I don't know how confoundedly difficult it is to quit the habit. I don't know how this habit weaves itself into the patterns of daily life, so that something as simple as that first cup of coffee in the day also yields a yearning for a quick drag. I don't know how someone else's smoke can do the same. But if you're a smoker, you do - you know all of these things. And you also know that it **is** possible to quit smoking - IF you want to. It's up to you...

Common New Year Resolution #5: FIND A BETTER JOB

"Without work, all life goes rotten. But when work is soulless, life stifles and dies." --Albert Camus

What is the point of work, at the end of the day, if it's NOT a means to a satisfactory end? Work to live or live to work. It's a simple choice. It involves costs you might not be willing to pay - like saying 'bye bye' to the very latest car or TV or iPhone, etc. - but it IS a simple choice. Work to live or live to work. Again, it's up to you...

Common New Year Resolution #6: LEARN SOMETHING NEW

"Education is the best provision for old age." --Aristotle



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There is nothing better for an aging mind than to be kept busy - busy with learning. Just like the body needs exercise, so does the mind. And this is especially so when you consider the often mind-deadening impact that 'popular' TV has on it. So learn a new language. Or find a new hobby. But keep stretching your mind...

Common New Year Resolution #7: GET ORGANIZED

"The way to do things is to begin." --Horace Greely

Of course, it's important to plan - to plan your day, to plan your week and even to plan your new year. (It's probably not going to be possible to achieve ALL of your goals, your new year resolutions, without some form of planning.) But planning only takes you so far. Action needs to get involved, too. And that just means taking the first step...

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So there you are, 7 free inspirational quotes and 7 of the most common new year resolutions. Let's hope you're able to put these inspirational quotations into practice - this time, this year. Let's hope that these final, cutting words WILL NOT apply to you...

"Many people look forward to the new year for a new start on old habits." -- Author Unknown

Happy New Year

About the Author

What better way to learn something new, to stretch your mind, than to try and do the 'impossible' - to earn an income from your very own website. It's all explained here... <http://www.site-buildit.com> From Steve M Nash - Owner of SelfHelpCollective.com

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By Michael E. Gorman, CAPS, CPM, CCIM
2011 National Apartment Association
Chairman of the Board
Rose Property Group

Register Now for Capitol Conference

Don't miss an important opportunity to demonstrate the apartment industry's strength in numbers by attending NAA's annual Capitol Conference, March 13-16, in Washington, D.C. The Capitol Conference is your opportunity to learn

about issues in Congress and then tell your elected officials how they impact your business and community.

During the Capitol Conference, you will be briefed on critical legislative issues affecting the apartment industry, network with your peers, and learn from nationally known political analysts and commentators—all to prepare you to advocate on behalf of the industry in front of your elected officials on Capitol Hill on Wednesday, March 16.

Jim VandeHei, Co-Founder and Executive Editor of the highly influential political website Politico, will kick off the conference on Monday, March 14, at 8:45 a.m.

Visit www.naahq.org/events/capconf.

Student Housing Conference Moves to Wynn Las Vegas

While the conference dates, agenda, and exhibit hall floor plan all will remain the same, the 2011 NAA Student Housing Conference & Exposition will now be held at the luxurious Wynn Las Vegas.

The Wynn Las Vegas holds more Forbes Five Star awards than any other resort casino in the world. The Wynn is located on the Las Vegas Strip and offers many dining and entertainment options.

NAA has secured the same room rate at the Wynn that was available at Caesars (\$199/night), but the Wynn offers even more value.

The daily room rate includes a \$20 daily resort fee, complimentary access to the fitness center (a value of \$15 per day) and complimentary in-room internet access (a value of \$13.99 per day).

To make your hotel arrangements, please call the Wynn at 866/770-7555. Be sure to mention the NAA Student Housing Conference & Exposition to secure the \$199 rate.

Visit www.naahq.org/shc.

Celebrate National Apartment Careers Month

National Apartment Careers Month, February 2011, was created to raise awareness of and promote attractive and recession-resistant careers in the apartment industry.

NAAEI's website, www.ApartmentCareerHQ.org, generates great traffic among those interested in learning more about apartment careers. National Apartment Careers Month is the perfect time for apartment management companies to partner with local high schools and community colleges to promote awareness of apartment careers through career fairs, job shadowing and speaking engagements. Companies also are encouraged to partner with local career organizations such as DECA, Job Corps, SkillsUSA and local community colleges and technical schools in activities such as internships, job shadowing or exhibiting at college career fairs.

To post an available position and expand your pool of talent or to download Apartment Career promotion materials, visit www.ApartmentCareerHQ.org. To learn how you might promote apartment careers locally and whom to contact, contact NAAEI's Maureen Lambe at 703/797-0601 or maureen@naahq.org.

PARAGON Entry Deadline Approaching

Each year, the National Apartment Association recognizes the distinguished efforts of builders, individual professionals and affiliated apartment associations and the unique contributions they make to the multifamily housing industry through its premier, national awards program, the PARAGON Awards. The Call for Entries for the 2011 PARAGON Awards is open. All NAA members are encouraged to submit entries in their respective categories. Entries must be received by Friday, March 18, 2011. Visit www.naahq.org or contact NAA's Valerie Hairston at valerie@naahq.org.

NAA Government Affairs Launches State and Local Issues Page

NAA Government Affairs has just launched a new "one-stop shop" section of its website devoted exclusively to state and local issues. Each issue is divided into three sections: legislative resources, articles and reports, and maps and charts.

Visit www.naahq.org/governmentaffairs/statelocal and let staff know what you think.

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Maintenance Mania and Education Trade Expo coming:

**COMING ON FEBRUARY 10, 2011 at Weber's Inn
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The Day's Events:

AM....An Educational Session with Richard Studley, President of Michigan Chamber of Commerce.

Topic: State of Michigan with a new Governor....The Business Perspective

Followed by..... Free Lunch and Trade Expo....Grand Prize give away and prizes announced throughout the 3 hour event given by most vendors

PM.....Maintenance Mania presented by HD Supply and many local sponsors.....set up by 2:00 and ready to go.

After the Mania.....Drinks, Hor's D'ouvres while scoring is prepared.

Announcement of winners and cash prizes for first, second and third place at the end.

Sign up now.....

- 1. Sponsors for Trade Booths available now at \$235 per display**
- 2. Sponsors for Maintenance Mania Games at \$100 per sponsorship ...two per game.**
- 3. Volunteers.....Volunteers.....Volunteers**
- 4. Participants in the games.....It is never too early to sign up.**

No teams required....Competition among individuals only

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<http://www.naahq.org/memberonly/affiliateonly/maintenancemania/Pages/GameDemos.aspx>



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Rentlinx Reports

How does your rent compare?

WA3 members! Did you know you can run free rent comparables reports starting from the WA3 home page? Just visit www.wa3hq.org, then click the "Comp your property" link on the left. Fill out the information based on your property, and then you will see a list of the 20 most similar properties based on location, bedrooms, bathrooms, square feet, property type, and year built. Browse through the list to get an idea of how your property compares!



Home > Search Comparables > Rent Reasonableness Report

Rent Reasonableness Report

Showing 20 most similar units. Click the name of the property for more details and contact information. Fields that differ from the program unit are highlighted in pink.

The rent for this program unit is **22.9% (\$268) lower** than the average of the 3 most similar units (**Avg, \$1,168**)

Create Report Instructions:

1. Check the boxes next to the units you would like include in your report (3 max).
2. Enter the utility allowance for your selected units on the right.
3. Click

Unit name / Distance / Updated	Score*	Property	Beds/ Baths	Sq. Feet	Year	Type	Utilities / Amenities	Contract Rent	+ Utility Allow.	= Gross Rent
Program Unit:	--	200 Harscovey Blvd, Ann Arbor, MI	2/1	1000	1960	Apartments		\$900		--
<input type="checkbox"/> Comp #1: 1.8 miles 1/17/2011	96.5	713 W. Madison Ann Arbor, MI (12 units)	2/1	1,000		Apartments		\$1,168	\$	--
<input type="checkbox"/> Comp #2: 2.4 miles 12/4/2010	96.5	1311 S Stone St Ann Arbor, MI (6 units)	2/1	1,000		Apartments		\$1,170	\$	--
<input type="checkbox"/> Comp #3: 2.8 miles 10/19/2010	96.5	1314 Golden Meadows Ann Arbor, MI (3 units)	2/1	1,000		Apartments		\$1,165	\$	--

If you want to dive into even more detail, you might want to try a **RentLinx Rent Report**. All properties that have signed up for RentLinx Plus! can run unlimited free Rent Reports from within the RentLinx interface. (Just click "Rent Reports" on the left). Generate average rent reports based on location, zip code, county or city. Filter based on amenities, property type, property size, utilities and more! As an added bonus, signing up for RentLinx Plus! generates revenue for WA3 and features you on the WA3 website!

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Avg Rent from Rentlinx Reports available to members

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1 Bed	757	724	697	798
2 Bed	1003	950	872	1067
3 Bed	1225	1138	1148	1315
4 Bed	1835	1775	1867	1940
5 Bed	2677	2170	2604	2825
6 Bed	3371	3281	3650	3763

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Joe Desjardin
 25127 Six Mile Rd, Redford, MI
 48240
 Phone: 313-255-1600
 Email: prestigepaintingc@comcast.com

Unconventional Solutions

Tiffany Loedig
 527 Union Street, Milford, MI 48381
 Phone: 248-685-7580
 Email: office@unconventionalsolutions.biz

Every time you refer a new member you will get a \$50 referral fee until March

Renewing Members: (as of 1/11/11)

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Events:

FEBRUARY:

2 - Capitol Day Lansing. Sign up to attend this full day in Lansing talking with legislators. Can't do a full day? Come to Troppo's from 4 to 6 and attend a reception where you can meet the incoming new freshman.

10 - Education Trade Expo. SEE PAGE 5 FOR ENTIRE DAYS EVENTS.

 **15 - EPA Mandated Lead Certification Class** for anyone involved in disturbing more than 6 square feet renovating or painting in apartments or homes build before 1978. Full 8 hour class, \$175, Cleary University.

 **22 - Disaster Preparedness class.** The village planner of Dundee will teach this class for all of you to plan for your disaster. He successfully steered the community through last year Tornado because of his pre-planning. Time and date TBA

 **24 - Red Wing Game/ Casino outing** - Join the association bus on this trip to either the Red Wing game or the MGM Grand Casino. 25 tickets to the game are available for \$65 and the bus ride including drinks and pizza on the bus is \$25 for those attending the Casino. Hurry and get signed up....these ticket go fast. Evening event.

MARCH:

7 - EMU HOUSING FAIR - First time event at Eastern Student Center in the grand ballroom.

 **8, 10, 22, and 25 - NALP begins.** National Apartment Leasing Professional Designation classes. Must attend all for final designation. Cost: \$385 member.

 **15 - AM...OSHA Compliance Class for Maintenance.** Cleary University, \$50 for 1/2 day, member rate. 9 to 12.

 **15 - PM....Safety Training for Maintenance.** Cleary University, \$50 for 1/2 day class....Both classes can be taken for \$90. Lunch on your own.

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